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ABSTRACT OF THE DISCLOSURE

An image forming apparatus capable of realizing low power consumption of a fixing means is provided. The image forming apparatus includes an image forming means for forming an unfixed image t on a recording material P, and a fixing means 10 for heat-fixing the unfixed image. In the image forming apparatus, the fixing means 10 is of electromagnetic induction heating type wherein the fixing means 10 includes a magnetic flux generation means 36 and an induction heating member 10a for generating heat through electromagnetic induction by the action of generated magnetic flux of the magnetic flux generation means, and the unfixed image is heat-fixed on the recording material by generated heat of the induction heating member 10a. The image forming apparatus is characterized by further including a detection means for detecting density information of an image to be formed by the image forming means and a control means for variably changing a heat generating rate of the fixing apparatus depending on the image density information detected by the detection means.

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